

ABSTRACT

Prasetyo, Nugroho. 2021. Directing in the Design of Public Service Ads on Push Parenting. Thesis. Visual Communication Design Departement. Faculty of Creative Industries. Telkom University

The results of interviews with a sample of 26-year-old adolescents in Probolinggo City indicated that there were parents who used push parenting. The purpose of this final project is to find out and the impact of parenting parents in educating children using push parenting, as well as to find out how to direct public service advertisements about push parenting. In this design, qualitative research is used to analyze the phenomenon of push parenting, a phenomenological approach to explore subjects regarding experiences in an event, and a directing rationale that can be used as the basis for making this public service advertisement. Some of the things parents do to achieve goals include sending children into tutoring, and giving learning time to reducing playing time. Emphasizing expression on the players, using a narrative approach to the storyline is used to emphasize that it seems dramatic and the social message can be understood by the public.

Keywords: Push Parenting, Public Service Advertisement, Parents, Children, Directing.